AdClarity Packages

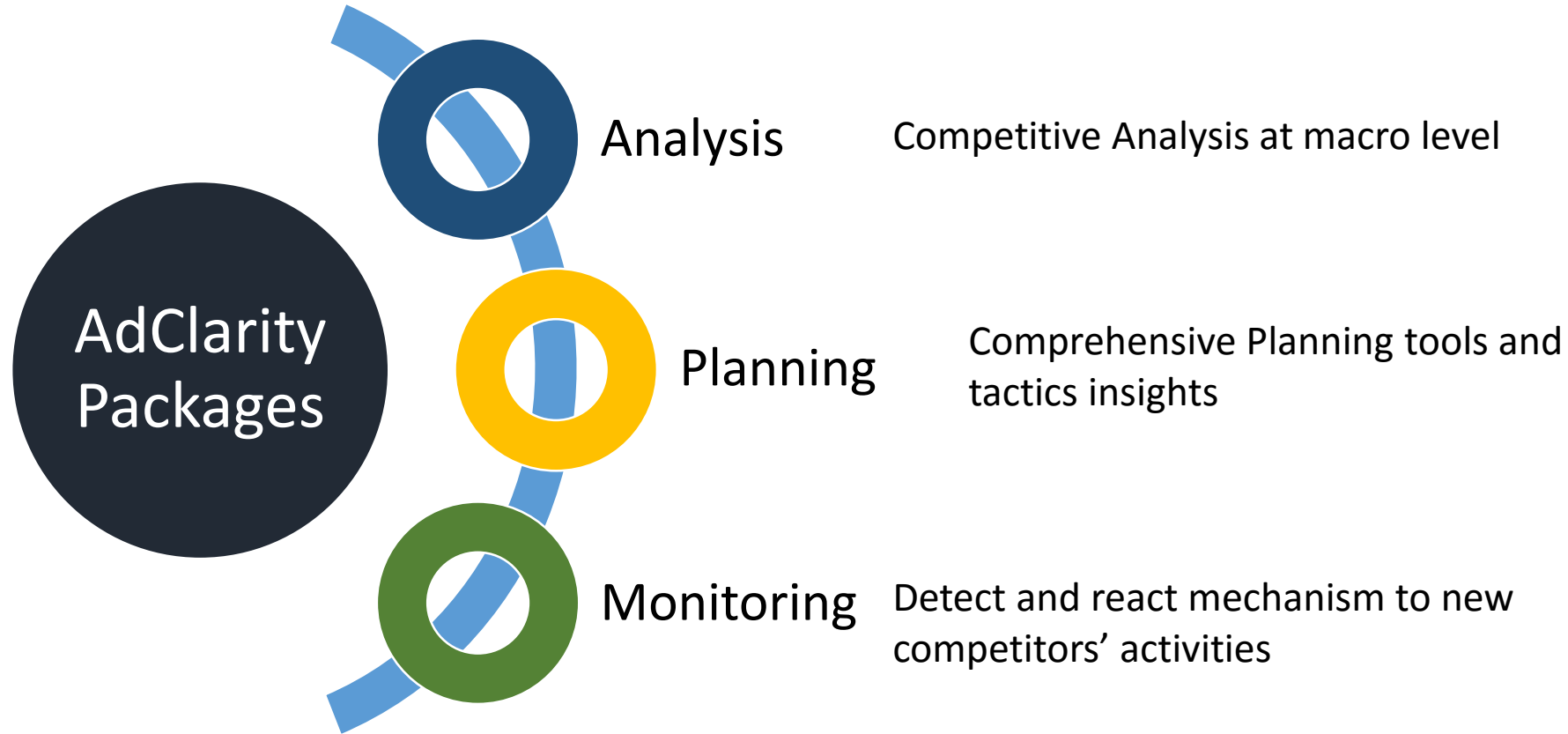Analysis, Media Planning and Monitoring

Introduction

This presentation is showcasing the new offering of AdClarity: Custom Dashboard packages for Advertisers, Agencies, Mediators and Publishers that elevate the BI digital insights to the next level.

AdClarity Target Audience

Ad-Clarity packages are ideal for:

- Media Buyers

- Media Planners
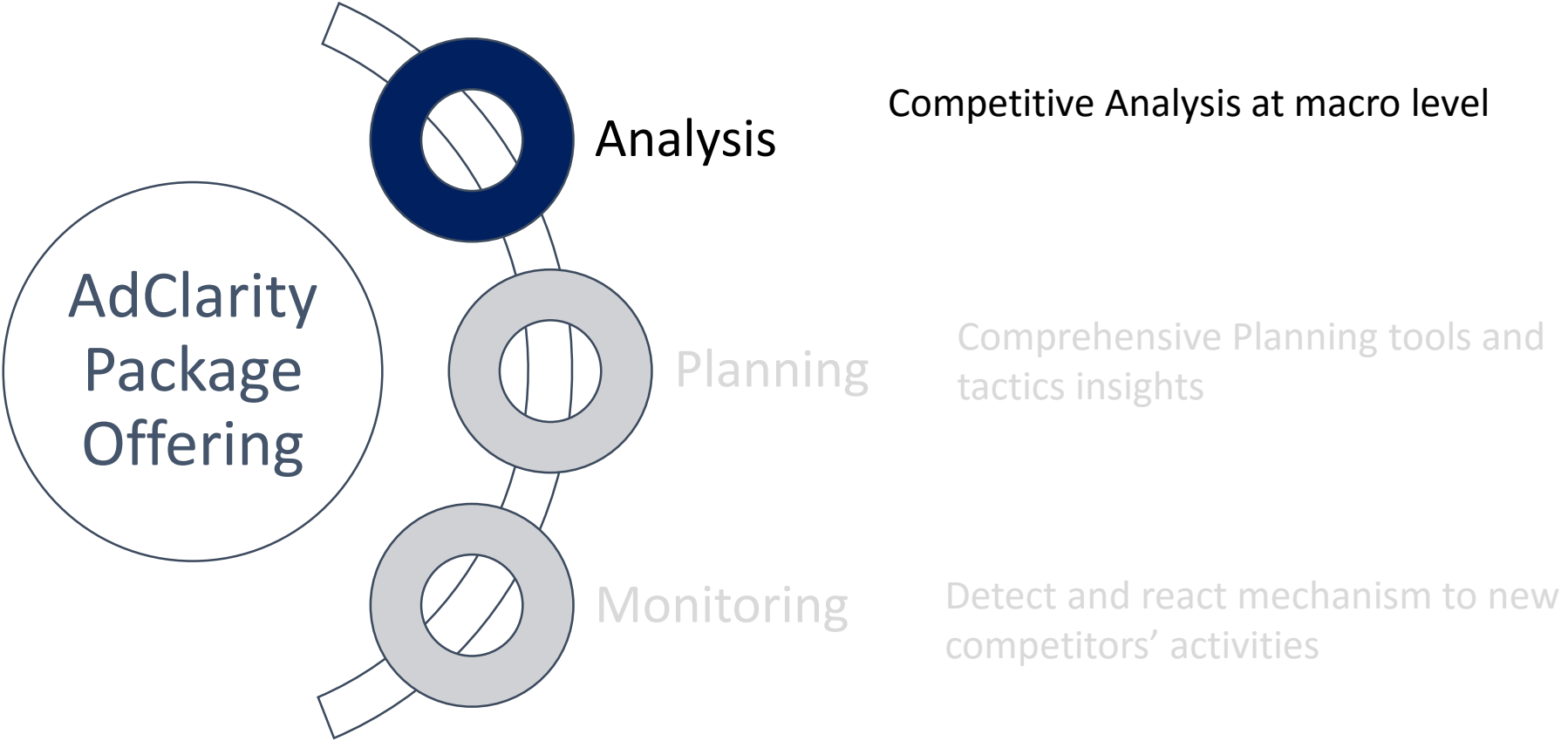
- Researchers

- Analysts

AdClarity Package Offering

Analysis — Competitive Analysis at macro level

Planning — Comprehensive Planning tools and tactics insights

Monitoring — Detect and react mechanism to new competitors' activities

AdClarity Packages

Dashboards Index

Clicking on a dashboard name will redirect you to the dashboard slide

Analysis

Planning

Monitoring

Overview	Video Overview (US)	Media Strategy	Segmentation	Go-To-Market	Mediators	DMA Data (US)
Promotions	Engagement Opportunities	Campaigns	Creatives	Cross Channel Creatives Analysis	Specific Brand Media Strategy	Video Media Strategy (US, FR)
A/B Testing	Ads Analysis	SOV on Competing Publishers	Enter New Markets	SOW Potential	New Money	
New Campaigns Alert						

AdClarity AD INTELLIGENCE by biscience

Analysis

AdClarity
Package
Offering

Analysis — Competitive Analysis at macro level

Planning — Comprehensive Planning tools and tactics insights

Monitoring — Detect and react mechanism to new competitors' activities

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Overview

A

- Get to know the competitive landscape from a digital cross-channel perspective
- View dominant brands and activity peaks across the Dashboard period
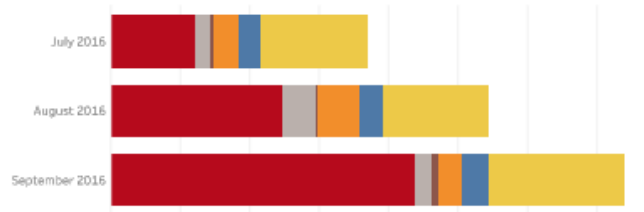- Understand your competitors digital channel emphasis

Insights

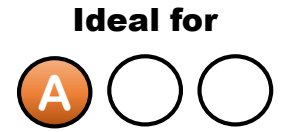## Dashboard charts Info

- <u>Brands dominance</u> - which brands were most active on a monthly scale

- <u>Weekly View</u> – competitors trending activity on a weekly scale

- <u>Cross-Channel SOV</u> – what was the SOV for Desktop, Mobile and Video

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Media Strategy

A

Insights

- Unfold your competitors' media strategy and programmatic buying tendency
- Identify differences in media distribution level across different channels
- Get a sense of your competitors' audience and targeted publishers' categories
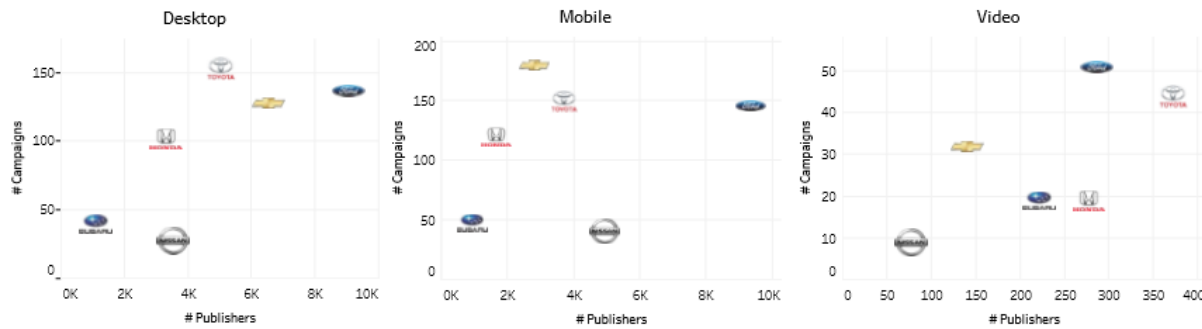

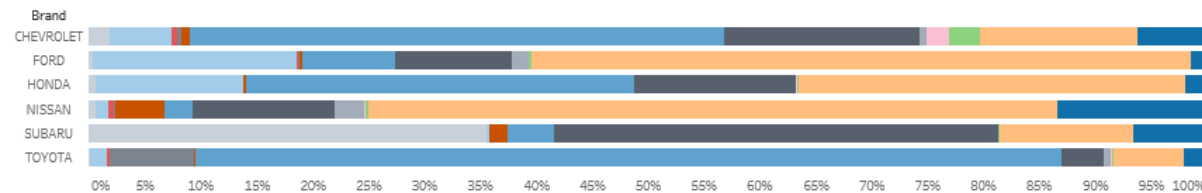## Dashboard charts Info

- Cross-Channel Strategy – how many campaigns and publishers your competitors used. The more publishers/campaigns, the more probable they worked programmatically.

- Publishers categories – breakdown of the top publishers' categories for your competitors' activity

AdClarity AD INTELLIGENCE by biscience

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Segmentation

- Evaluate your competitors emphasis, based on a variety of segmentations
- Check the accuracy of hypotheses you have on your competitors (When applicable)
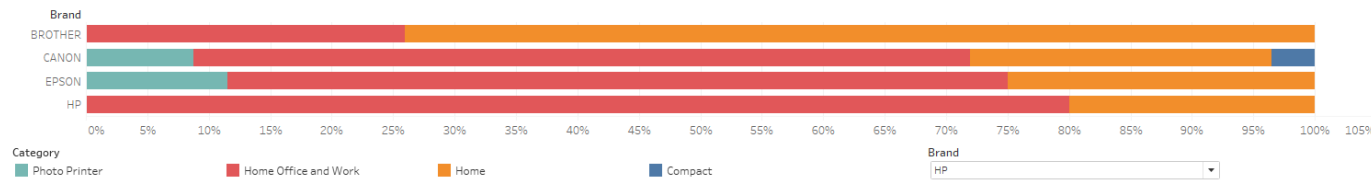- Design your own taxonomy allowing you to segment digital campaigns up to a product level

Insights

Segmentation Analysis
Which segments are advertised the most indirectly?

biSCIENCE

| Country | (All) | Choose Adv.. | Desktop | Advertiser -.. | (All) |

Advertising By Device Type - Desktop
Excluding Accessories, Tuners, and general advertising campaigns

Brand: BROTHER, CANON, EPSON, HP

Category: Photo Printer, Home Office and Work, Home, Compact

Brand: HP

What was HP emphasis on All-in-One printers
Desktop, Direct and Indirect Advertising
#Impressions/Records

Printer: deskjet, envy, lasejet enterprise, laserjet, laserjet enterprise, laserjet pro, officejet, officejet pro, pagewide pro
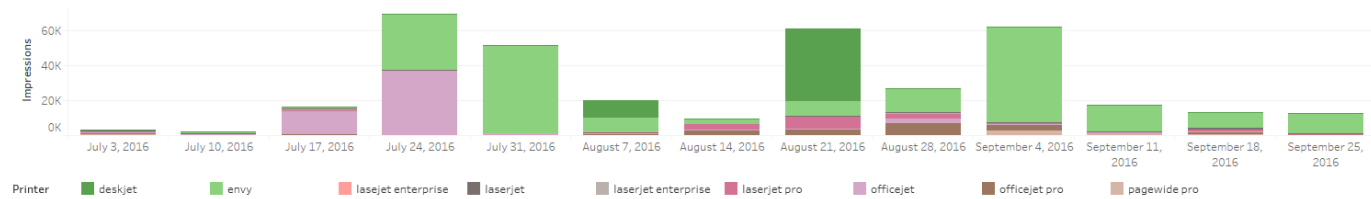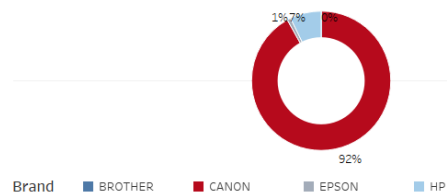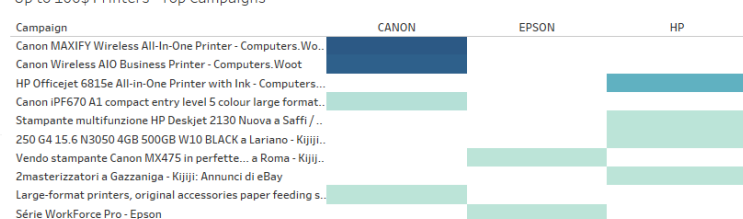
Printers Below $100 on Desktop
#Impressions on Desktop, #Records on Mobile & Video
Based on USD pricing on official companies' websites (excluding Taxes)

92%

1% 7% 0%

Brand: BROTHER, CANON, EPSON, HP

Up to 100$ Printers - Top Campaigns

| Campaign	CANON	EPSON	HP
Canon MAXIFY Wireless All-In-One Printer - Computers.Wo...			
Canon Wireless AIO Business Printer - Computers.Woot			
HP Officejet 6815e All-in-One Printer with Ink - Computers...			
Canon iPF670 A1 compact entry level 5 colour large format...			
Stampante multifunzione HP Deskjet 2130 Nuova a Saffi / ...			
250 G4 15.6 N3050 4GB 500GB W10 BLACK a Lariano - Kijiji...			
Vendo stampante Canon MX475 in perfette... a Roma - Kijiji...			
2masterizzatori a Gazzaniga - Kijiji: Annunci di eBay			
Large-format printers, original accessories paper feeding s...			
Série WorkForce Pro - Epson			

Dashboard charts Info

- <u>Segmentation Analysis</u> – The most common segmentation per industry
  - Examples:
    - <u>Tech</u>: Smartphones, Computers, Wearables etc.
    - <u>Sports</u>: Basketball, Soccer, Tennis etc.
    - <u>Automotive</u>: Compact, Mid-Size etc.

- <u>Trending Activity</u> – Per Brand Segmented activity overview on a monthly/weekly scale

- <u>Custom segmentation</u> – choose each segmentation you desire
  - Examples:
    - SOV of printers below 99$
    - Hybrid vehicles

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Go-To-Market Strategy

A
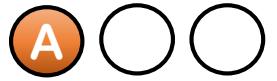
- See the split between own advertising Vs. distributors' campaigns (Wholesalers, Dealerships etc.)
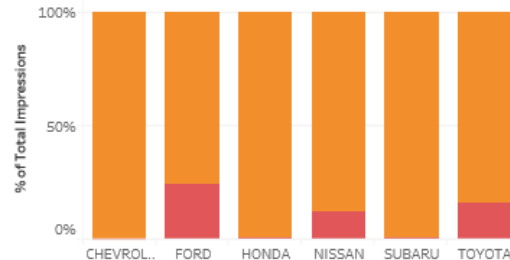- Get insight to your competitor's activity in terms of own/indirect advertising

Insights

Dashboard charts Info

- <u>Own/Distributors Ratio</u> – The scope of indirect advertising

- <u>Monthly impressions</u> – Trending activity of your competitors for both own and indirect advertising

- <u>Top campaigns</u> – Breakdown of top 10 campaigns to own advertising and distributors' advertising

Mediators Analysis

- Get a comprehensive view on Deployment Chains (Mediators)
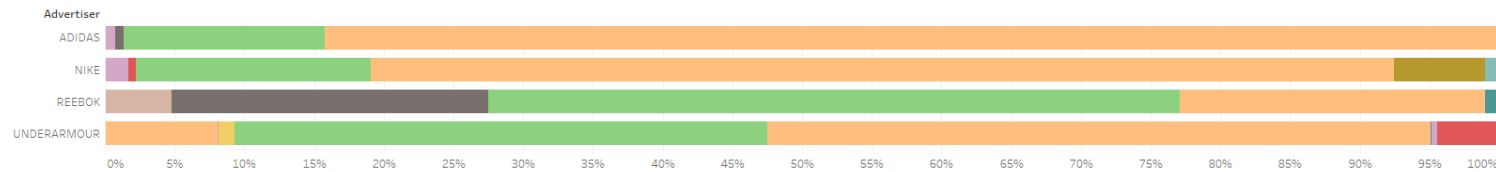- Discover a different behavior across channels and countries

Insights

Dashboard charts Info

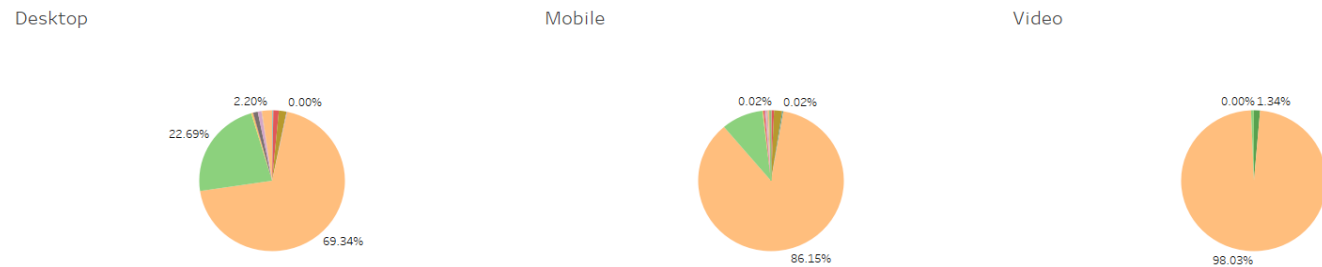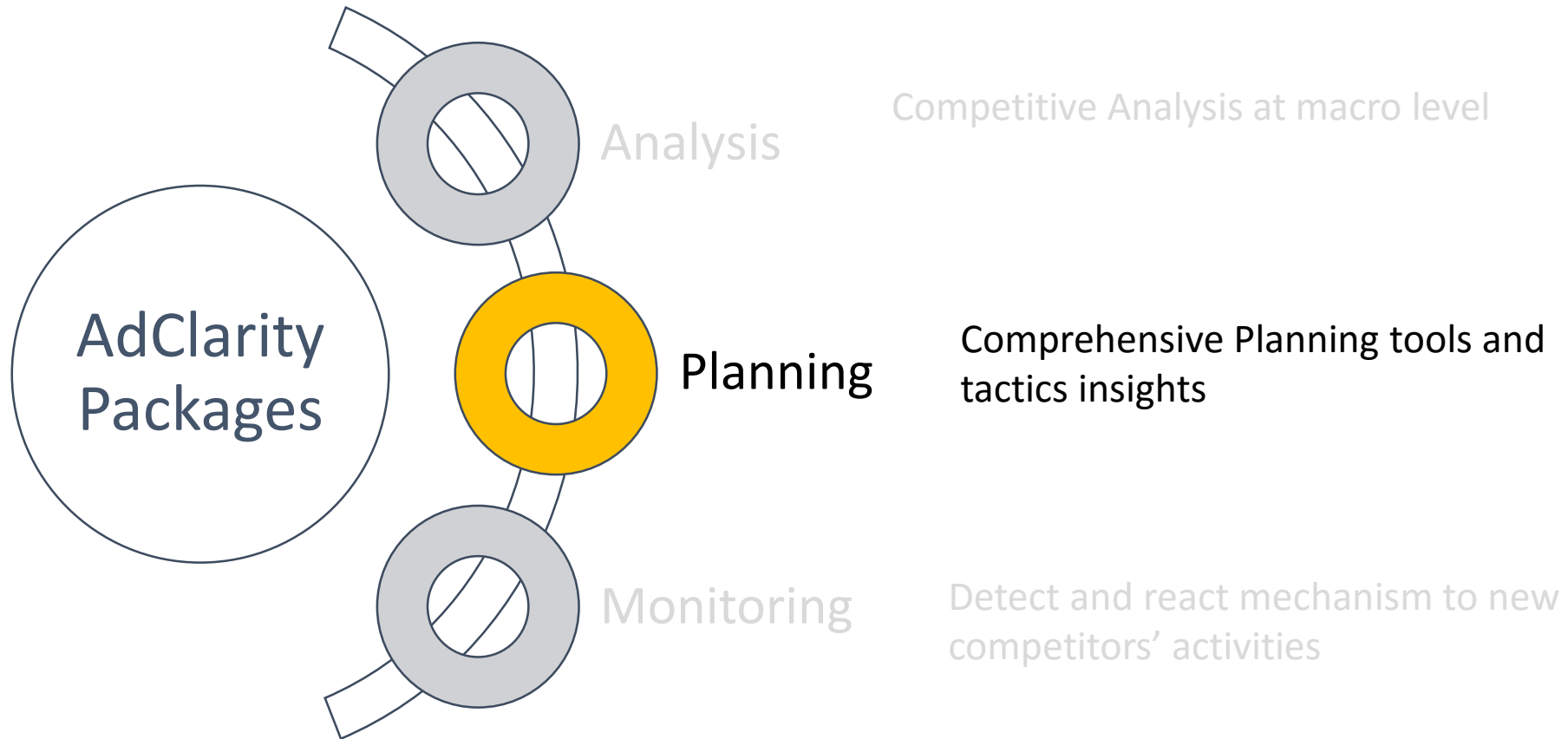- <u>Top Mediators</u> – The top mediators/mediator chains for competitors

- <u>How mediators are stacked across the column</u> – Mediator breakdown across channels for all competing brands

Planning
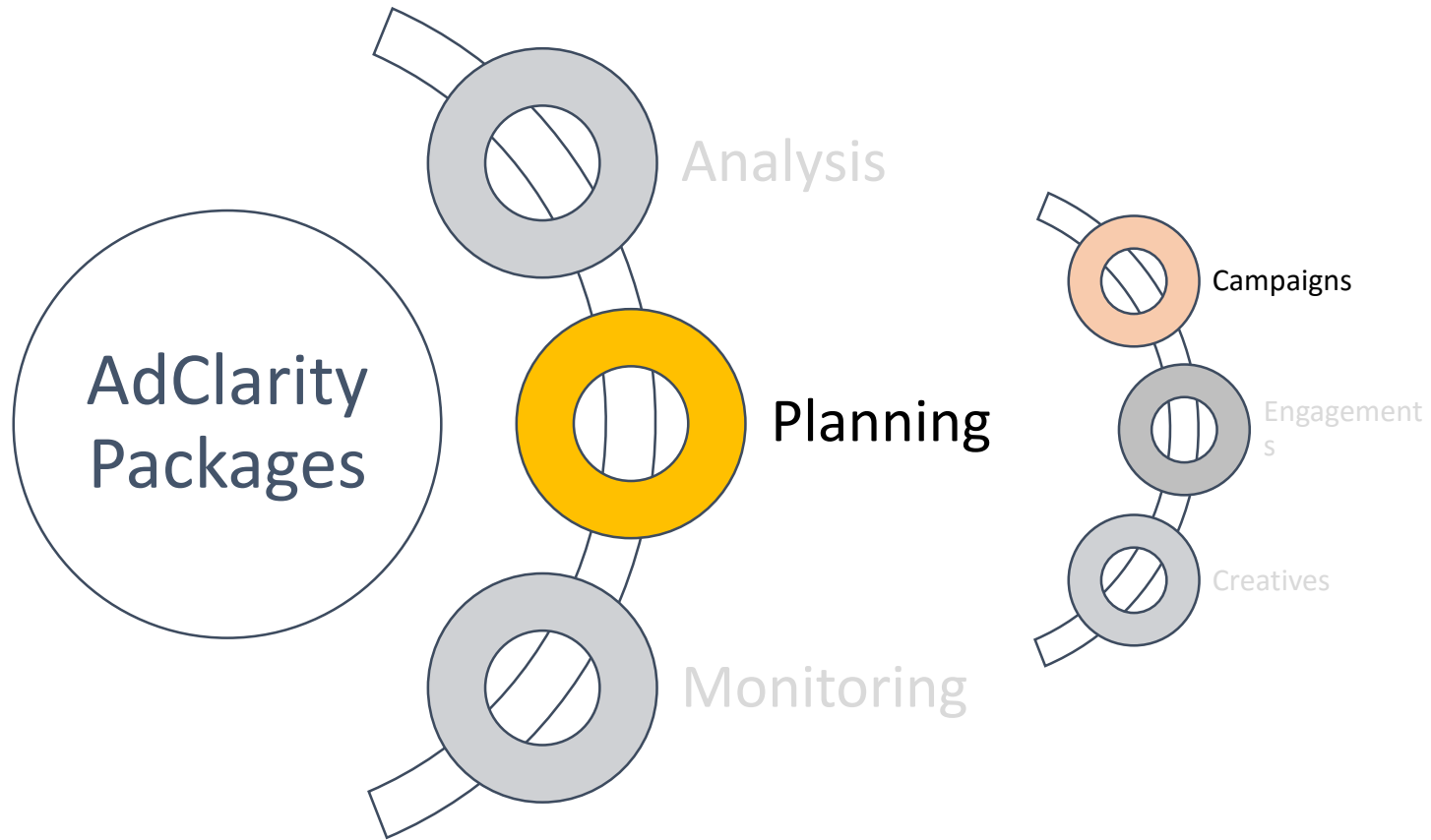

AdClarity Packages

Analysis — Competitive Analysis at macro level

Planning — Comprehensive Planning tools and tactics insights

Monitoring — Detect and react mechanism to new competitors' activities

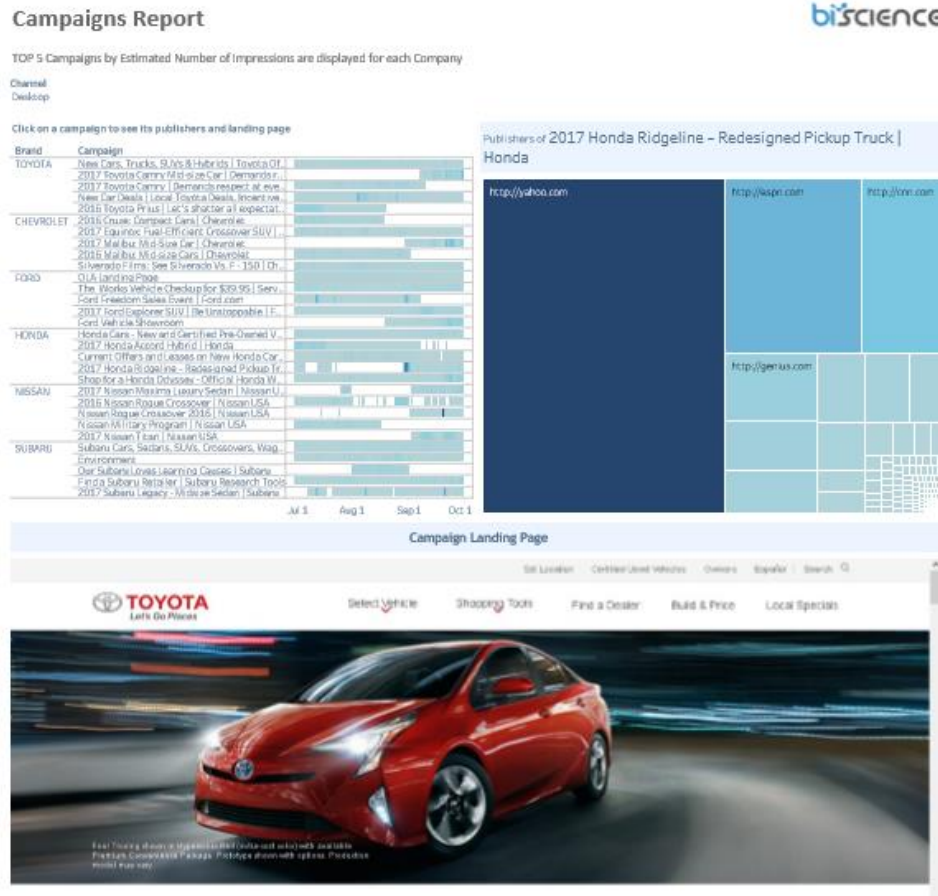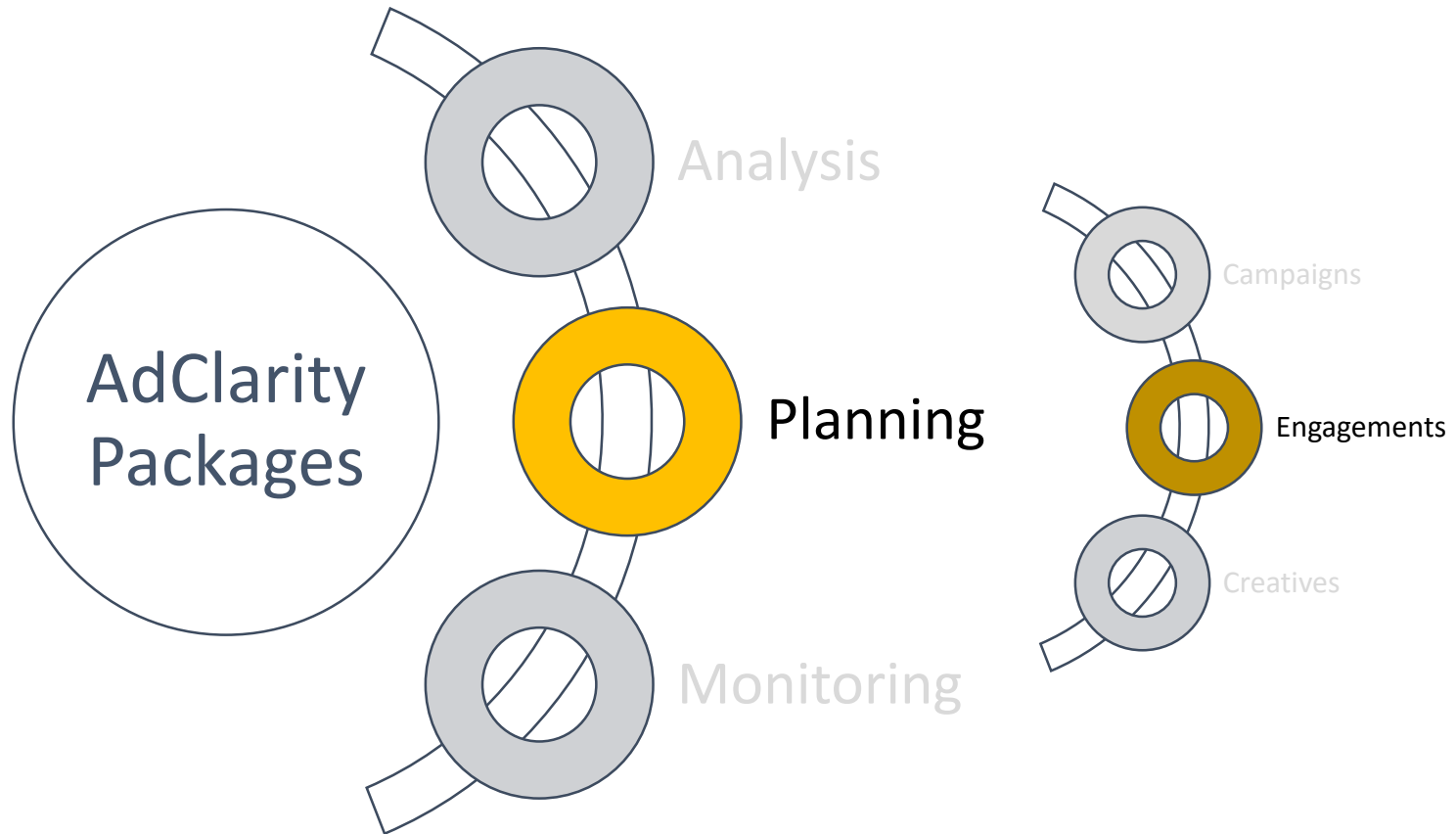AdClarity AD INTELLIGENCE by biscience

Planning

Campaigns

- View the top campaigns of your competitors
- Realize what was the timeframe for top digital campaigns
- Grasp the underlying media strategy of your competitors including their publishers' distribution and landing pages
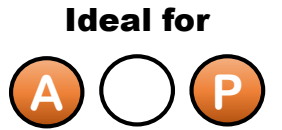
Insights

Dashboard charts Info

- Top Campaigns – View the top 5 campaigns for each competitor, as well as their running timeframe, and peaks
  - The blue points on the timeframe indicate a more intense activity

- Publishers' Treemap – When clicking on a campaign, you can view all chosen publishers for a campaign as well as their campaign SOV.

- Landing Page – See the actual landing page that was used for each campign

Planning

AdClarity
Packages

Analysis

Planning

Monitoring

Campaigns

Engagements

Creatives

AdClarity AD INTELLIGENCE by biscience

Specific Brand Media Strategy

Insights

- See what was the media distribution of a brand in a specific country
- Uncover your competitors' tendency to work programmatically with small websites
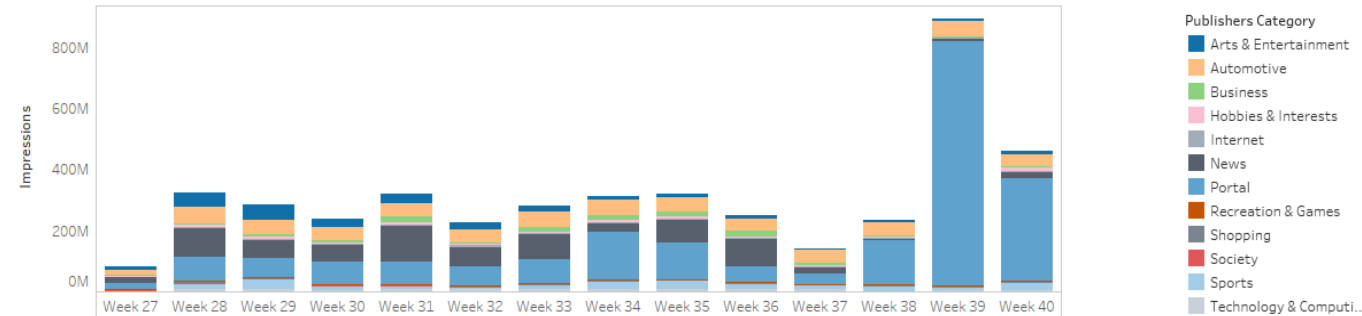- Get a trending view of categories your competitors choose to work with constantly

Specific Brand Media Strategy

biSCIENCE

Choose Brand
CHEVROLET

How does CHEVROLET distribute campaigns?
Publishers' dashboard indicates competitors media spread through categories and size of publishers, and helps in determining competitor's reach strategy and audience.
*Top 12 Categories **Excluding "Other"

Publishers Category
- Arts & Entertainment
- Automotive
- Business
- Hobbies & Interests
- Internet
- News
- Portal
- Recreation & Games
- Shopping
- Society
- Sports
- Technology & Computi..

Where did the money go?
Categorized by #Impressions and Publishers' Ranking, Direct Advertising

Publisher	Pub Category	Publishers' Ranking	Impressions
http://yahoo.com	Portal	TOP 10	1,943,021,841
http://drudgereport.com	News	TOP 10	627,287,846
http://nadaguides.com	Automotive	TOP 500	208,851,450
http://mlb.com	Sports	TOP 10	144,707,818
http://msn.com	Portal	TOP 10	116,686,772
http://kbb.com	Automotive	TOP 100	114,596,374
http://hdrunnerz.com	Other	TOP 500	111,107,604
http://match.com	Business	TOP 100	109,225,561
http://iheart.com	Hobbies & Interests	TOP 100	84,616,008
http://edmunds.com	Automotive	TOP 500	81,426,958

Dashboard charts Info

- <u>Campaign Distribution</u> – Overall activity of a brand. The volume indicates how popular were publishers from a specific category

- <u>Where did the money go?</u> – View the top publishers in terms of category, ranking and number of impressions.
  - Top publishers mix Indicates the programmatic tendency of your competitor. The more Top 10/Top 100 Publishers, the more direct your competitor deploy campaigns and vice versa.

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AD INTELLIGENCE

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SOV of Advertisers on Competing Publishers
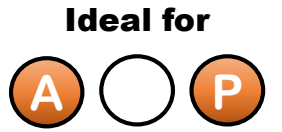
- See how advertisers advertise on competing publishers relative to you
- Find new potential advertisers to work with
- View SOV, both in terms of an advertiser and a publisher


Dashboard charts Info

- **Filters**
- Category – View the top advertisers per category (For example: Hotel Chains, Insurance, Airline Companies etc.)
- Deployment Chain – View advertisers activity based on DBM* activity/All Activity/Only Mediator Chain related activity

- **Advertisers SOV** – Each column showcases the SOV of a publisher. Multi-select Advertisers to see their trending activity below

- **SOV of Publishers** – View Publisher's SOV on advertiser's activity

* Double Click Bid Manager
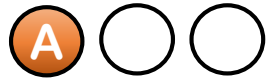
Enter New Markets | Potential Publishers/Affiliates

- Find new publishers/affiliates and increase conversion rate
- View how many competitors are working with the same publisher and to what extent
- Discover hidden gems - small publishers, unfamiliar to you

Insights

Enter New Markets | Potential Publishers/Affiliates
Find new opportunities with Publishers you are currently less/not working with
September 2016, Desktop Browser

Choose Publisher's Size to view your competitor's activity on it

| Country	Publisher Category	Publisher's Monthly Visitors (From A to I)
United Kingdom	Personal Finance	B: 10K-100K

B: 10K-100K Monthly Visitors Publishers
*Categories and Visitors are Based on SimilarWeb Ranking

Publisher	Pub Category	Publisher's Size ..	#Impressions
http://foxbusiness.com	Personal Finance	B: 10K-100K	504,984
http://netdania.com	Personal Finance	B: 10K-100K	292,565
http://forexlive.com	Personal Finance	B: 10K-100K	286,249
http://zacks.com	Personal Finance	B: 10K-100K	197,517
http://investorplace.com	Personal Finance	B: 10K-100K	117,481
http://business-standard.com	Personal Finance	B: 10K-100K	93,104
http://fxtop.com	Personal Finance	B: 10K-100K	81,774
http://investorwords.com	Personal Finance	B: 10K-100K	21,994
http://dailytradealert.com	Personal Finance	B: 10K-100K	17,659
http://currency7.com	Personal Finance	B: 10K-100K	8,295
http://econoday.com	Personal Finance	B: 10K-100K	4,598
http://investorjunkie.com	Personal Finance	B: 10K-100K	4,552
http://economywatch.com	Personal Finance	B: 10K-100K	4,398
http://dealbreaker.com	Personal Finance	B: 10K-100K	4,340
http://financialsamurai.com	Personal Finance	B: 10K-100K	3,409
http://businessweek.com	Personal Finance	B: 10K-100K	595
http://christianpf.com	Personal Finance	B: 10K-100K	77

Competitors SOV for forexlive.com
#Impressions

38.5%   61.5%
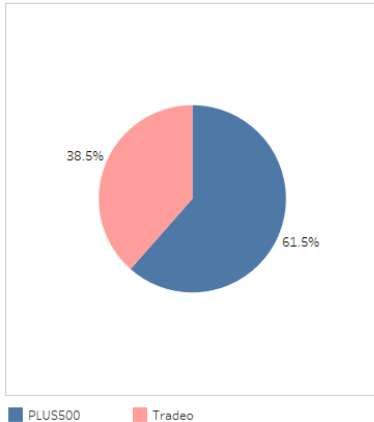
- PLUS500
- Tradeo

Campaigns on http://forexlive.com
Select Creative % to view creative and watch landing page (as a hyperlink)

Campaign	Brand	
	PLUS500	Tradeo
Plus500	Online CFDs trading, Plus500 forex trading platform, commodities, CFD, trade stocks, shares , e..	44.97%	
	14.50%	
Trade FX, CFDs, Commodities and indices together		38.16%
		0.34%
Plus500 forex	1.52%	
Commodities	Bitcoin	BTCUSD	0.51%	

Top Size and Creative Type for selected campaigns

Creative Type	Max. AD_SIZE	
Banner	728X90	63.88%
Flash	728X90	27.66%
HTML5	728X90	1.30%
Text	808X90	7.16%

Campaign Creatives

Plus500 UK Forex platform
plus500.co.uk
Open Forex Demo Account in 5 min! CFD service-Your capital is at risk

Ideal for advertisers working with affiliates

Dashboard charts Info

- <u>Potential Publishers</u> – New publishers that are not currently working with your brand, categorized by the number of monthly visitors
  - Publishers are ordered by the number of impressions of your competitors

- <u>Competitors SOV</u> – active advertisers on the publisher

- <u>Activity Breakdown</u> – all Advertisers' campaigns and SOV
  - <u>Top Size and Creative Type</u> – Ad Sizes and Creatives SOV of campaign. By clicking you will see creatives and landing pages

New Money - Publishers

- Find new potential advertisers to work with
- Get data on competitors SOV and top mediator chains
- Approach new clients by understanding their programmatic behavior and active publishers
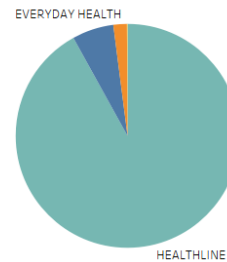
Insights

New Money
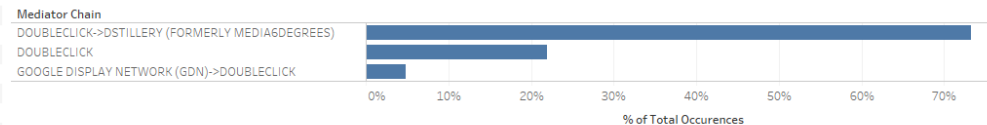Which advertisers work with similar brands to WebMD but do not work with WebMD?

Potential Advertisers for WebMD
Advertisers share on WebMd <= 1.2%

How Many WebMD

Advertiser	Other Publsihers Share	WebMd Share
XELJANZ	98.86%	1.14%
GOODRX	100.00%	
DISCUSSRMSTREATMENT	100.00%	
TRUBIOTICS	100.00%	
SHIONOGI	100.00%	
NATUREMADE	100.00%	
NUVARING	100.00%	
EXCEDRYN	99.81%	0.19%
MSVOICE	100.00%	
DEXILANT	98.93%	1.07%
HEALTHAFTER50	100.00%	
NUCIFIC	100.00%	
PRISTIQ	100.00%	
MAYOCLINIC	100.00%	
EVERYDAYHEALTH	100.00%	
THECHOLESTEROLTRUTH	100.00%	
ZINBRYTA	100.00%	
GIRLRISING	100.00%	
SWISSCLINIC	99.62%	0.38%
OSPHENA	100.00%	
SELANDIAREJSEFORSIKRI..	99.82%	0.18%
VNUMEDIAONLINE	100.00%	
TAKEDAPHARM	100.00%	
AUBAGIO	100.00%	
CANCERRESEARCHUK	100.00%	
TANDEMDIABETES	100.00%	
LYRICA	100.00%	
CARING	100.00%	
VESICARE	99.76%	0.24%
HEALTHLINENETWORKS	100.00%	
SOFTLAYER	99.34%	0.66%
IBRANCE	100.00%	
EZAIRPARK	100.00%	
WORLDFIRST	98.68%	1.32%

What is my competitors' SOV?

EVERYDAY HEALTH

HEALTHLINE

Publisher
- HEALTHLINE
- DRUGS
- EVERYDAY HEALTH
- NATURAL NEWS

Popular Deployment Chains for OSPHENA

Mediator Chain

DOUBLECLICK->DSTILLERY (FORMERLY MEDIA6DEGREES)	
DOUBLECLICK	
GOOGLE DISPLAY NETWORK (GDN)->DOUBLECLICK	

0%   10%   20%   30%   40%   50%   60%   70%

% of Total Occurences

Dashboard charts Info

- <u>Potential Advertisers</u> – Advertisers you are currently barely/not working with
  - When you click on an advertiser you view its top mediator chain and publishers activity

- <u>Competitors' SOV</u> – the activity level of publishers on a specific advertiser

- <u>Popular Deployment Chain</u> – Top deployment chains for the advertiser

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Planning
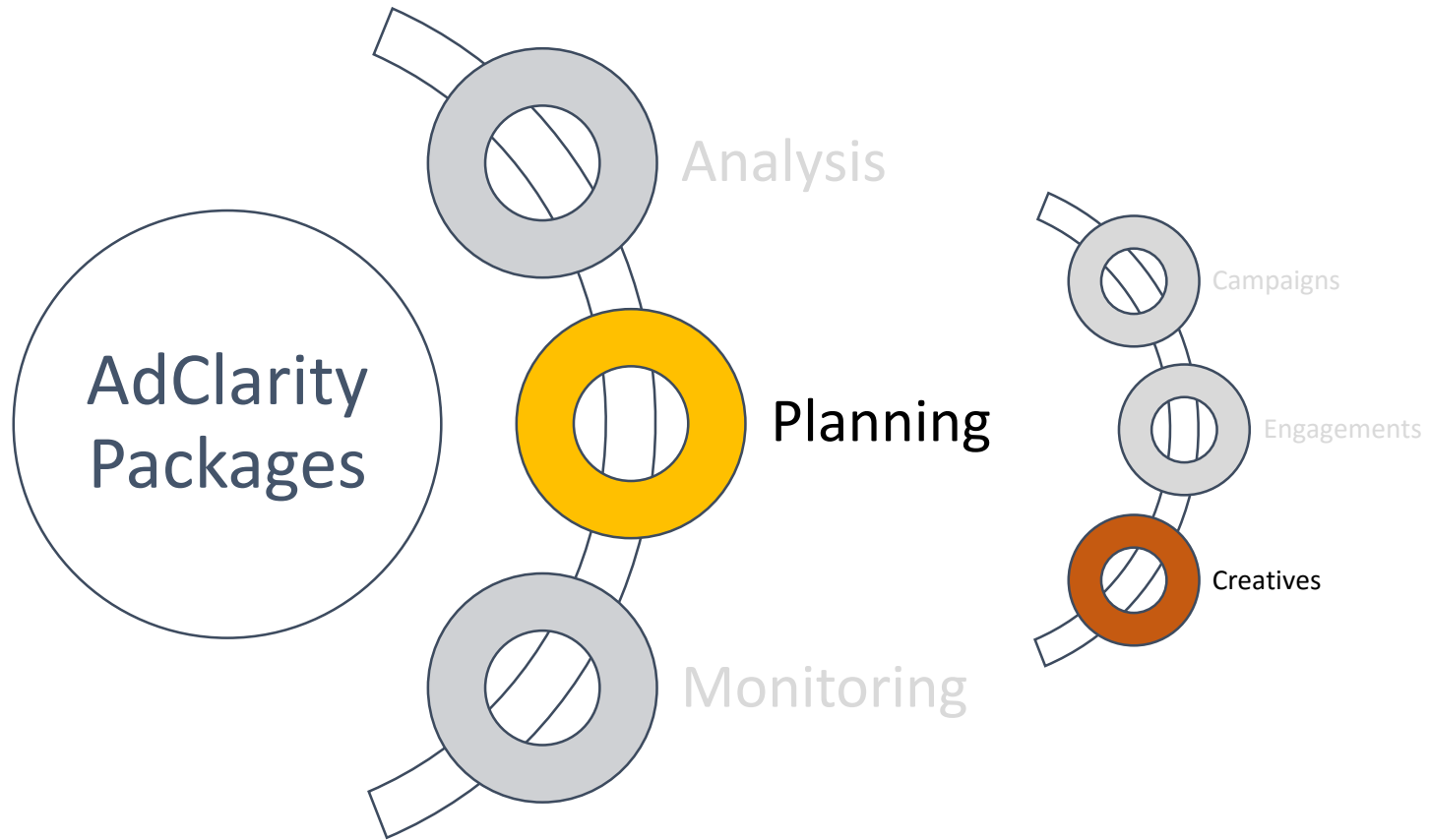
Ads Analysis

- See which ad types and sizes your competitors use across channels and countries
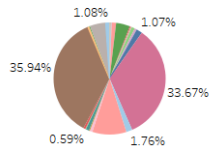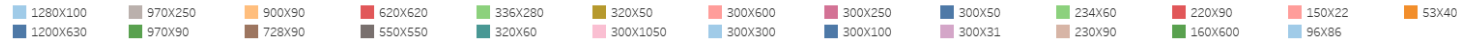- Understand the most popular ad types, and ad sizes, for all competing brands as a whole

Ideal for

A M P

Insights

Dashboard charts Info

- <u>Filter</u> – Choose a country and a channel to view the desired breakdown

- <u>Ad Size Breakdown for all Brands</u> – The ad size mix of all competitors

- <u>Ad Size Breakdown for a Brand</u> – Ad sizes breakdown for each competitor

- <u>Ad Type Breakdown for all Brands</u> – The ad type mix of all competitors

- <u>Ad type Breakdown for a Brand</u> – Ad Types breakdown for each competitor

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Creatives

A
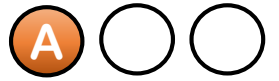
- Analyze the top creatives of your competitors' campaigns across channels
- See which of your competitors' landing pages were the most promoted

Insights

Dashboard charts Info

- <u>Filter</u> – Pick a Channel

- <u>Top Creatives</u> – See top 5 creatives per competitors, sorted by activity level.
  - Pick an icon to see the creative, or to view the landing page

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Monitoring

AdClarity Packages

Analysis — Competitive Analysis at macro level

Planning — Comprehensive Planning tools and tactics insights

Monitoring — Detect and react mechanism to new competitors' activities
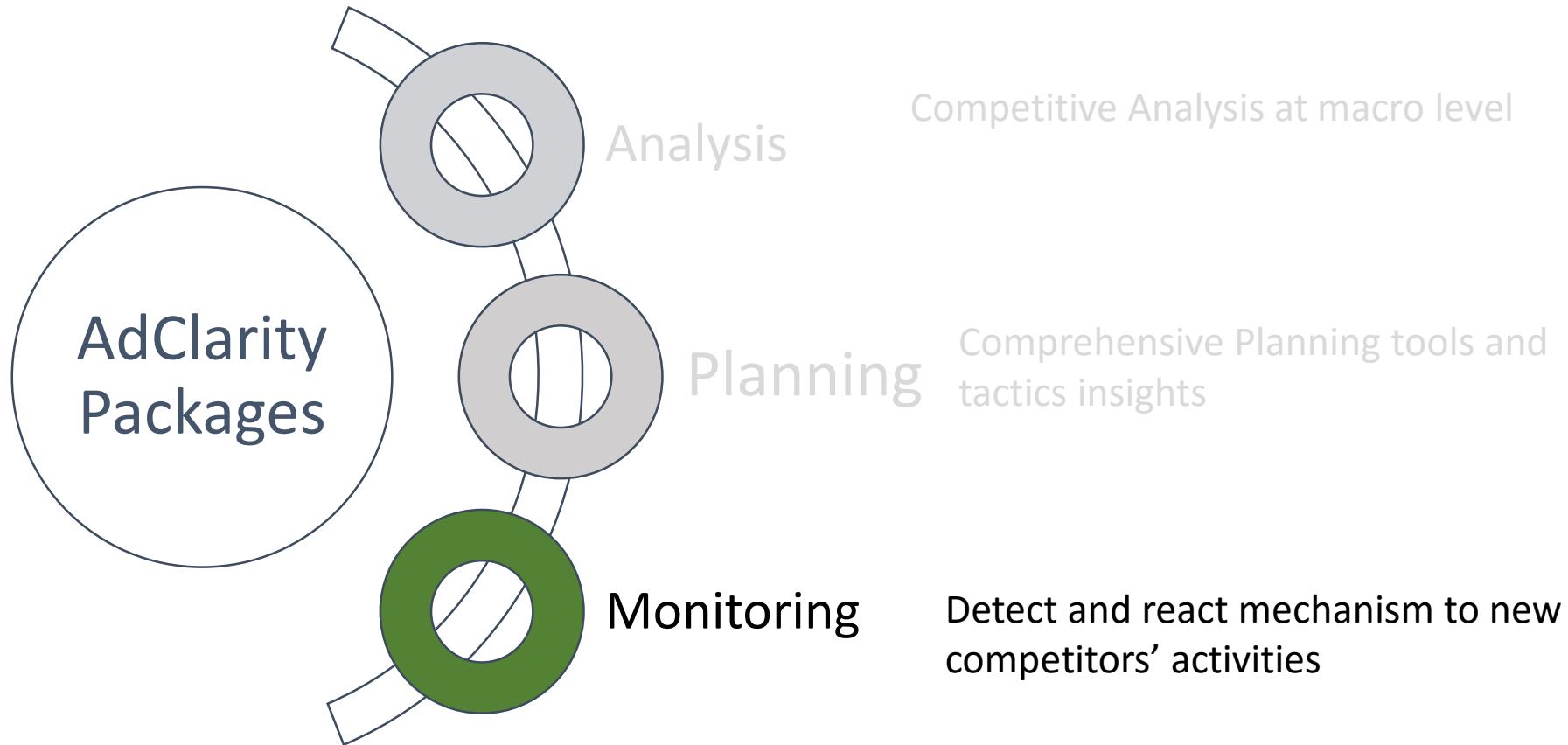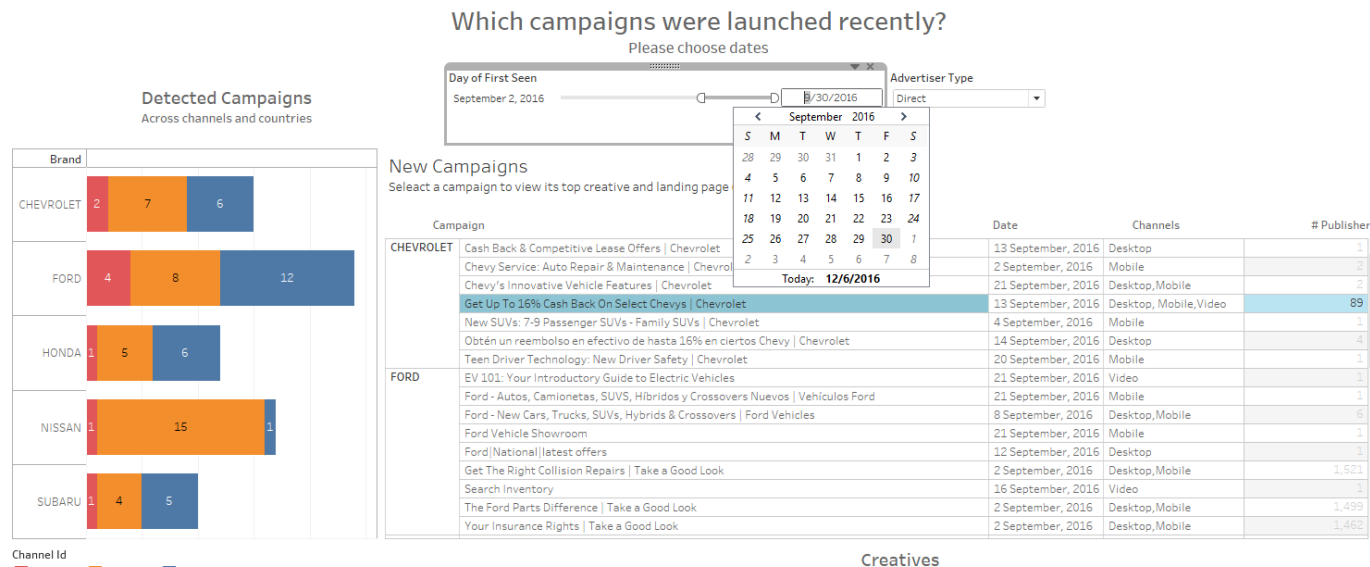
New Campaigns' Alert

- Get notified on new campaigns within a time frame
- Identify whether the campaign ran across channels or on a specific channel
- Analyze campaign offering and react immediately

Insights

Dashboard charts Info

- <u>Date Filter</u> – Choose the dates range you are interested in

- <u>Detected Campaigns</u> – View the extent of new campaigns across channels

- <u>New Campaigns</u> – View new campaigns by their start date, active channels and number of publishers.

  Pick a campaign to see the main creative and the landing page